

NOTICE OF MEETING NPDES TECHNICAL ADVISORY COMMITTEE

October 12, 2010

TUESDAY, OCTOBER 19, 2010

MEETING IS CANCELLED

Web Site: www.flowstobay.org

FUTURE MEETIN	GS;		
NOV 16	@	Daly City	
DEC 21	@		
JAN 18	@		

Post by 5:00 P.M., Wednesday, October 13, 2010

NOTE: Persons with disabilities who require auxiliary aids or services in attending and participating in this meeting should contact Matthew Fabry at (415) 508-2134, five working days prior to the meeting date.

Public records that relate to any item on the agenda for a regular NPDES Technical Advisory Committee (TAC) meeting are available for public inspection. Those records that are distributed less than 72 hours prior to the meeting are available for public inspection at the same time they are distributed to all members, or a majority of the members of the TAC. The TAC has designated Brisbane's City Hall, located at 50 Park Place, Brisbane, for purpose of making those public records available for inspection. The documents are also available on the C/CAG Internet Web site, at the link for agendas for upcoming meetings. The website is located at: http://www.ccag.ca.gov.

NPDES Stormwater Technical Advisory Committee (TAC)

DRAFT REPORT OF MEETING

TUESDAY, SEPTEMBER 14, 2010 10:00 A. M. TOWN OF ATHERTON

1. INTRODUCTIONS, ANNOUNCEMENTS, ADOPTION OF MINUTES, AND REVISION TO AGENDA Self-introductions were made, and the August TAC meeting minutes were adopted as written.

There will be a new request for proposals available at the end of September from the San Francisco Bay Water Quality Improvement Fund. This is the source of federal funding for much of the PCBs and mercury work that BASMAA and its member agencies are performing. There will be a total of \$2 million available, and the amount available for any one project would be between \$500,000 and \$1,500,000. BASMAA will discuss a possible project.

Matt Fabry and Kevin Robert Perry spoke about green streets at the American Society of Landscape Architects conference. A couple of hundred people attended their session.

Representatives from the cities of Daly City, Redwood City, and South San Francisco were selected to complete EPA's nationwide survey about stormwater management including discharges from developed sites.

State legislation to reduce the amount of copper used in brake pads has been adopted by the legislature. If this legislation is signed by the governor, it will help the municipalities to meet the MRP's copper control requirements.

CASQA's quarterly meeting will be held on September 30 in Oakland. Meeting topics will include green streets and low impact development.

2. PRESENTATIONS

- a. <u>Action Item</u>: Approve Annual Report Submittals The TAC members present voted unanimously to submit the Countywide Program portion of the FY 2009/10 Annual Report. In addition, the TAC members voted unanimously to submit by reference the two annual report regional supplements prepared by BASMAA (MRP Regional Supplement for POCs and Monitoring and MRP Regional Supplement for Training and Outreach). All of the TAC members who are duly authorized by their City/County Mangers were present except for representatives from the cities of Hillsborough, Millbrae, Portola Valley, and San Bruno¹.
- b. <u>Information about Proposition 26 (Stop Hidden Taxes):</u> Information prepared by the League of California Cities about this proposition was discussed. The League opposes this proposition because of the many potential negative effects on local revenue raising authority. If adopted, this measure would amend the state constitution to limit the use of various fees, with some exceptions, unless approved by a two-thirds vote of the electorate. Rich Napier added that one of the requirements for using fees is that non-fee payers cannot have the same benefit as someone that pays the fee. The measure may affect the existing vehicle license fees used for congestion management and stormwater and other fees used to support stormwater and other environmental programs.
- c. Monitoring Results from Daly City Parking Lot Project An article in the Estuary News about the Daly City parking lot project was included in the agenda packet. According to this article, the study conducted by Nicole David from the San Francisco Estuary Institute found that the rain gardens and parking lot swales constructed recently in front of the Serramonte Library reduced the amounts of pollutants in parking lot

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¹ On September 13, 2010 Dave Bishop, Town of Hillsborough, and on September 14, 2010 Howard Young, Town of Portola Valley, and Robert Howard, City of San Bruno, sent emails to Matt Fabry approving the submittal of the Countywide Program portion and BASMAA's supplements to the annual report. In addition, on the morning of September 15, 2010 Ronald Popp, City of Millbrae, sent Matt Fabry an email authorizing these annual report submittals.

runoff. PCBs and mercury were reduced by about 40% and polycyclic aromatic hydrocarbons (PAHs) and heavy metals, such as copper, lead, and zinc, by about 80%. Ms. David will be on a panel at the CASQA meeting on September 30. The monitoring is funded by an Estuary Partnership grant provided by U.S. EPA.

- d. Water Board Enforcement Fred Jarvis reviewed Water Board information about construction and municipal stormwater related enforcement actions as reported in their Executive Officer reports in July and August. The Water Board has increased the amount of enforcement that it has been doing since creating an enforcement section about two years ago. The majority of the enforcement cases involve the use of administrative civil liability, which results in the discharger paying fines, and in some cases implementing supplemental environmental projects for up to one-half of the proposed liability amount.
- e. <u>Vehicle License Measure M on the November Ballot</u> C/CAG acting as the congestion management agency has put a \$10/year vehicle license fee measure on the November ballot. There are valid arguments for and against the measure. There is a lengthy list of supporters of the measure including the League of Voters; a labor group, Silicon Valley Leadership Group; and an environmental organization, Green Foothills.

If the measure passes, one-half of the funds will go to cities and each city would receive at least \$75,000/year. Cities would then be able to decide how much of the funds to use for congestion management and how much for stormwater. The measure has a 25 year sunset date.

There will be only two countywide measures on the ballot this fall. There will also be a state measure on the ballot to fund state parks using \$18/year vehicle license fee.

Regardless of whether Measure M passes, there will be a need to seek a Proposition 218-consistent stormwater election for a property associated stormwater fee increase. One of the undecided issues is whether the election should be city-by-city or countywide.

3. SUBCOMMITTEE REPORTS

- a. Public Information/Participation The Subcommittee will meet next week on the date that the TAC normally meets.
- b. Commercial/Industrial and Illicit Discharge The subcommittee will meet tomorrow.
- c. New Development The next meeting will be during the beginning of October.
- d. Municipal Maintenance Information about the August meeting was reviewed, and the meeting summary was included in the agenda packet.
- e. Trash Work Group The work group will meet next on Sept. 22.
- f. Parks Maintenance and Integrated Pest Management Work Group Information about the August meeting was reviewed, and the meeting summary was included in the agenda packet.
- g. Watershed Assessment and Monitoring There needs to be a future meeting of this subcommittee to go over the monitoring that will be implemented.
- 4. PUBLIC COMMENTS None.
- 5. NEXT MEETING

The next TAC meeting will be held on November 16. The location is still to be determined, but Cynthia Royer offered to host the meeting in Daly City if no one else volunteers.

6. ADJOURNED

2010 NPDES TAC Attend	ance Record						Page	1					
AGENCY AND NAME	Telephone #	Ja n	Feb	Mar	Apr	May	Jun	Jul	Au g	Sep	Oc t	No v	Dec
SMCWPPP/Brisbane									Ü				
Matt Fabry	415-508-2134	X		X	X	X			X	X			
EOA, Inc.													
Fred Jarvis	510 832-2852 x111	X		X	X	X		X	X	X			
Regional Board													
Sue Ma	510-622-2386							X					
Atherton			N				N						
Steve Tyler	752-0570	X	О	X	X	X	О	X	X	X			
Belmont													
Gilbert Yau	595-7425		M	X	X	X	M		X				
Leticia Alvarez	595-7469		Е		X	X	Е	X		X			
Burlingame			Е				Е						1
Jane Gomery	558-7230	1	T				Т	X		†	1	1	†
Victor Voong	558-7230	X	I	X	X	X	I	X	X	X	1		1
Kiley Kinnon	342-3727	X	N	X	X	X	N	X	X	X	+		+
Colma			G				G						
Muneer Ahmed	757-8888			X	X	X		X	X	X	†		
Daly City	100000					1							
Cynthia Royer	991-8203	X			X	<u> </u>		X	X	X			+
Ward Donnelly	991-8208	11			11			<u> </u>	71				+
Patrick Sweetland	991-8200												_
Mike Peterson	991-5752												
East Palo Alto	771 3132												
Jaime Camacho	853-3189												+
Lucy Chen	853-3191	X		X				X	X	X			+
John Latu	853-3165	71		71	X	 		71	71	11			+
Foster City	033-3103				Λ	+							+
Norm Dorais	286-3279	X		X	+	+							+
Mike McElligott	286-8140	Α		Λ	+	1		X		X			+
Half Moon Bay	200-0140							Λ		Λ			+
Charlie Voos	726-8299												+
Muneer Ahmed	120-0299			X	X	X		X	X	X			-
					Λ	Λ		Λ	Λ	Λ			-
Hillsborough Dave Bishop	375-7488	1									+		+
Jen Chen	375-7488	X		X	X					1	+	+	+
Catherine Chan	313-1400	<u>Λ</u>		Λ	Λ			X	X	X	1		+
Menlo Park		+			1			<u>Λ</u>	Λ	Λ	1		+
	330-6740	+								1	1	1	+
Jennifer Ng		37		17	17						1		<u> </u>
Virginia Parks	330-6752	X		X	X	17				1	1	1	
Nathan Scribner	330-6740					X		37	17	17	1	1	
Rebecca Fotu		1						X	X	X	1		
Millbrae	250 22 45	-		**	***	***		1,			1		
Khee Lim	259-2347	X		X	X	X		X		1	1	1	
Florian Ebo	259-2337												<u> </u>
Anthony Riddell	259-2337	1								X	1		<u> </u>
Pacifica		1									1		
Raymund Donguines	738-3768	1		X	X					X			
Elizabeth Claycomb	738-7361				X								

2010 NPDES TAC Attend	ance Record	Page 2											
AGENCY AND NAME	Telephone #	Ja	Feb	Mar	Apr	May	Jun	Jul	Au	Sep	Oc	No	Dec
		n			_				g		t	v	
Portola Valley													
Howard Young	851-1700x214				X				X				
Redwood City													
Marilyn Harang	780-7477	X		X	X			X	X	X			
San Bruno													
Nader Dahu	616-7065	X	N	X			N						
Jim Shannon	616-7065		О				О						
Robert Howard	616-7179					X		X	X				
San Carlos							M						
Gavin Moynahan			M				Е						
Robert Weil	650-802-4202	X	Е	X	X	X	Е	X	X	X			
San Mateo, City		1	Е				T						1
Vern Bessey	522-7342	X	Т	X	X	X	I	X	X	X			
Martin Quan	522-7330	1	Ι				N						
San Mateo, County		1	N				G						†
Ann Stillman	599-1417	1	G										<u> </u>
Mark Chow	599-1489												
Dermot Casey	372-6257	X			X	X			X				
Camille Leung	363-1826				1								
Julie Casagrande	599-1457	X		X	X			X	X	X			
Sarah Pratt	372-6245	71		71	71			71	71	71			
Mary Bell Austin	372-6259					 				X			
Carole Foster	599-1219					1				Λ			
So.Bayside Sys Auth	333-1213							-					
Ken Kaufman	594-8411x128										1		1
	394-0411X120					1		-					
So. San Francisco	920 2940			N/		V			W				
Cassie Prudhel	829-3840			X		X		-	X		-		
Daniel Fulford	020 2002	37			37			77		***			1
Rob Lecel	829-3882	X			X			X		X			
Woodside													
Gratien Etchebehere	851-6790				X				X	X			
C/CAG		1											
Richard Napier	599-1406	X		X						X			
Caltrans													
John Michels	510-622-5996				X								
Guests/Public													
John Balobeck, MACTEC	510-628-3234								X				
Geoff Brosseau, CASQA									X				
Kim Springer, SM County													
Danielle Lee, SM County													
Jon Konnan, EOA	510-832-2852 X108			X									
Sachi Itagaki, Kennedy	650-852-2817				X	X							
Jenks		1											
		1											
Attendance		19		21	26	17		21	22	23			
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NPDES TAC and Subcommittee Meeting Locations:

- New Development 1:30 to 3:30 pm, first Tuesday of every other month: next event will be December 7 at Redwood Shores Library's Community Room, 399 Marine Parkway, Redwood City
- Public Information/Participation 10:00 am noon, second Tuesday of every other month: next meeting will be on November 9 @ Foster City Community Center (Port Room) 1000 East Hillsdale Blvd, Foster City.
- Technical Advisory Committee 10:00 am to noon, third Tuesday of most months, location varies.
- Municipal Maintenance Noon to 1:00 pm (\$10:00 lunch), fourth Wednesday quarterly: next meeting will be on October 27 @ the Belmont Sports Complex, 550 Island Parkway, Belmont.
- Parks Maintenance and Integrated Pest Management Work Group 1:30 to 3:00 pm, fourth Tuesday approximately quarterly at San Mateo City Hall, 330 West 20th Avenue: next meeting will be on October 26 at 1:30 in Room B.
- Trash Work Group 10:00 to noon, fourth Wednesday at frequency to be determined at the Belmont Sports Complex, 550 Island Parkway, Belmont. Next meeting will be on Dec. 15.
- Commercial/Industrial/Illicit Discharge Control 1:00 to 2:30 pm, usually third Wednesday of every quarter: next meeting will be on Dec. 15 @ San Mateo County Environmental Health's Conference Room, 2000 Alameda de las Pulgas, San Mateo.
- Watershed and Monitoring 10:00 am to noon, second Thursday of month, approximately every quarter: future meetings have been postponed until the BASMAA Monitoring Committee (meets first Wednesday each month) and Countywide Program's MRP Work Group address policy level issues for planning compliance with the monitoring and PCBs/mercury MRP requirements.

Yellow highlight denotes recent change.



DRAFT New Development Subcommittee (NDS)

Meeting Date: October 5, 2010

Present: Duncan Jones, Atherton; Gilbert Yau and Dalia Corpus, Belmont; Matt Fabry, Brisbane; Kiley Kinnon, Burlingame; Muneer Ahmed, Colma and Half Moon Bay; Jeanne Naughton, Daly City; Laura Prickett, EOA; Catherine Chan, Hillsborough; Shaun Mao, Menlo Park; Anthony Riddell and Tanya Benedik, Millbrae; Paul Willis, Redwood City; Laura Russell, San Bruno; Gavin Moynahan, San Carlos; Martin Ouan, City of San Mateo; Rob Lecel, S. San Francisco

Subcommittee Actions:

- 1. Approved summary of August Subcommittee meeting.
- 2. Approved the revised draft of C.3 Technical Guidance, Version 2.0
- 3. Approved the draft O&M Verification Inspections Plan Template, with revisions to be made by Matt Fabry and Laura Prickett to clarify the requirements for inspecting newly installed facilities.
- 4. Agreed to explore the possibility of using vehicle registration fees to develop a countywide plan to identify green streets and parking lots projects in specific areas selected by each municipality.

Requested Technical Advisory Committee Action or Feedback/Guidance (if any): None

Other Information/Announcements:

- 1. Reminder to attend the **O&M Verification Inspections briefing**, following this meeting, and a discussion regarding the municipalities' need to prepare a tracking table, spreadsheet or database, in order to meet Provision C.3.h.ii(5) requirements for tracking O&M verification inspections.
- 2. Discussion of BASMAA's efforts to begin preparing criteria to determine **feasibility/infeasibility of meeting LID requirements** with rainwater harvesting/use, infiltration or evapotranspiration. Input was requested on the proposed scope of work.
- 3. Discussion of BASMAA's efforts to propose criteria to identify transit-oriented development and smart growth "special projects" for which LID requirements will be reduced. Input was requested on revised draft criteria.
- 4. Discussion of Nevue Ngan's proposal to update the **Green Streets and Parking Lots Design Guidebook**. Any update is postponed until after LID feasibility/infeasibility criteria are developed; future updates will work toward integrating this guidebook and the C.3 Technical Guidance.
- 5. Reminder of Provision C.6.e.ii(2) requirement for **monthly wet season inspections** of (1) construction sites that disturb one acre or more, and (2) sites identified as "high priority sites."
- 6. Reviewed the requirements in the **Construction General Permit** (CGP) for training and credentials needed for "Qualified SWPPP Practitioners" (QSP) who implement SWPPPs on construction sites subject to the CGP, and "Qualified SWPPP Developers" (QSD) who prepare SWPPPs.
- 7. **BASMAA** Development Committee update:
 - a. Is sending RFP to short list to select consultant for green street project tracking
 - b. Preliminary draft green roof submittal is available for review by co-permittees.
 - c. Update of construction BMP plan sheet is scheduled for this winter.

Work That Affects Other Subcommittees: None

Next Steps:

- C.3 Technical Guidance, Version 2, will be posted on the Countywide Program's public website.
- Final O&M Verification Inspection Plan Template will be posted on the password protected site.
- Laura Prickett will coordinate with the Santa Clara Valley Urban Runoff Pollution Prevention Program regarding the possibility of offering QSP/QSD training on the Peninsula.

Next Meeting: December 7, from 1:30 to 3:30 PM



DRAFT CII Subcommittee Report

Meeting Date: September 15, 2010

Subcommittee Action:

- Agreed that the June subcommittee meeting summary was acceptable.
- Agreed that a work group will meet with Dermot Casey to discuss how County
 Environmental Health could better help the municipalities it has contracts with to comply
 with the MRP business inspection requirements.
- Agreed that more educational outreach needs to be conducted with staff from water utilities.
 Matt Fabry will try to meet with one of BAWCSA's subcommittees to explain the MRP's requirements for water purveyors.

Requested Technical Advisory Committee Action or Feedback/Guidance (if any): None.

Other Information/Announcements:

• Annual Report. Various views about the annual reporting were expressed.

Business Inspections

For cities that have contracts with County Environmental Health (CEH), the following items are confusing/unclear:

- Which businesses are being inspected for stormwater and which are being inspected for other purposes?
- What is the frequency of restaurant inspections?
- Where does CEH obtain its list of businesses?

Issues that CEH needs to work on include:

- Identify businesses that should be inspected by CEH, but are not in CEH's database.
- Clarify with cities how businesses that should be inspected, but are not typically inspected by CEH, may be inspected either by CEH or city staff.
- CEH inspectors need to complete all of the MRP-required data. For example, it is impossible to determine whether violations were corrected within 10 days or not. Some of the completed inspection forms are illegible. It would be useful if CEH provided a summary of all of the MRP-required data to the cities; this would necessitate a revision to the current summary sheet.
- It needs to be clearer what CEH does and does not do, and this information might be useful to include in an information sheet for the cities with contracts with CEH.

It was agreed to have a discussion with County Environmental Health staff, and the following people agreed to participate in this discussion: Virginia Parks, Bozhena Palatnik, Matt Fabry, and Fred Jarvis.

- Collection System Screening. Most of the people present stated that their maintenance staff is responsible for screening the storm drain collection system for illicit discharges, and this is a topic that should be discussed at the Maintenance Subcommittee meeting in October.
- Water Purveyor Planned and Unplanned Discharges. Ward Donnelly has developed forms for the utility staff to complete, and he agreed to share these forms with the

subcommittee's members. Not all of the cities that are water purveyors are aware of the requirements, and some have different views about what the requirements mean. One view expressed was that the MRP is vague about the size of releases that should be monitored. The SCVURPPP is planning training for water utility staff in February or March, but this may be too late. Matt volunteered to attend a Bay Area Water Supply & Conservation Agency (BAWSCA) meeting to explain the requirements. It was suggested that the SFPUC water supervisors' meeting would be a good meeting to attend to explain the MRP requirements.

- **Annual Reporting Forms.** Norm Domingo mentioned that CWEA is looking for speakers for the P3S conference to be held between February 28 and March 1 at the Hyatt in Santa Clara.
- Proposed BASMAA Municipal Operations Mobile Cleaner Project. Reviewed the project profile for expanding the surface cleaner recognition program to also include automotive washing and carpet cleaning. Suggestions from the subcommittee included a request to develop a simple visual card ("say no to the storm drain") similar to the illicit discharge prevention cards BASMAA developed previously. The cards would be useful for inspectors to hand out to businesses that may not participate in a recognition program. Also, the cards would not have to be translated. It was suggested that the cities should be required to use the recognized businesses. Support was expressed for building on the existing recognition program. One person pointed out that they do not see many problems from mobile businesses. Sometimes painters preparing a house cause an illicit discharge. There is a lack of BMP materials for retail gasoline outlets.
- **DO Meter Calibration**. Norm Domingo noted that South Bayside System Authority (SBSA) staff is available to help local agency staff within their jurisdiction with calibrating their DO meters.

Subcommittee Work That Affects Other Subcommittees: None

Next Steps: Arrange meeting with Dermot Casey to work on MRP business inspection compliance improvements and arrange meeting with BAWSCA to explain potable and non-potable water monitoring, recordkeeping, and reporting requirements for water purveyors.

Next Meeting Date: Subcommittee will meet next on Weds. December 15, 2010 at 1:00 pm.



DRAFT

Public Information and Participation Subcommittee Meeting SummaryFoster City Community Center

Meeting Date: September 21, 2010

Subcommittee Action: N/A

Requested Technical Advisory Committee Action or Feedback/Guidance (if any): None.

Other information/Announcements:

- Sarah's Upcoming Leave. Sarah will be out on maternity leave starting December 13, 2010 and will be out for 6 months, returning in the beginning of June 2011. Environmental Health will be hiring a full-time position to take over completing the work plan projects for stormwater. The new person will have a 2-3 week training period with Sarah. Matt requested that any budget decisions related to fee adjustments for the Program discussed at the BASMAA Regional PIP meeting, be communicated to him in Sarah's absence. Sarah will make this clear to the new hire.
- Community Action Grant. This yearly grant offered by SMCWPPP's PIP subcommittee awards \$15,000 worth of grant funds to groups working on water related projects with an outreach component. Last year 12 organizations applied. We are able to award 5 organizations at \$3,000 each. Environmental Health notifies groups and schools and does the advertising for the grant. A volunteer from PIP is required to be the Lead. Elizabeth Claycomb from the City of Pacifica has volunteered to be the Lead for the 2nd year. Her duties include receiving applications, answering questions from groups, and receiving the final project reports. Volunteers from PIP are needed to help Elizabeth assess the applications and choose the projects to be funded. Shelly Ryder from the City of Millbrae and Rachelle Ungaretti from the Town of Hillsborough will help Elizabeth. The application will be finalized and posted online by October 4th. Applications will be due November 19, 2010. Notification postcards were handed out to all PIP members to display in city offices, after October 1st.
- School Outreach Update. Banana Slug String Band has booked 16 schools in 10 cities. There are still 11 cities and towns that need to have an assembly booked. The Band has emailed all public school Principals. Environmental Health faxed a flyer to all public schools, and researched all private elementary schools in the remaining 11 cities and towns, sending a fax to these private schools. Sarah has been working with the County Used Oil Recycling Program to develop a new High School presentation for new drivers titled, "Water Pollution Prevention and Your Car". A Consultant will be hired to present to 10th-12th grade student's taking Drivers Education classes or Environmental Science classes. Funding for the class will be split between SMCWPPP and the County Used Oil Recycling Program. An RFP is being developed and will be advertised and sent out to potential Contractors in mid-October, with the goal of hiring a Contractor by January 2011, to present during the spring semester. Suggestion was brought up to require follow-up curriculum to the teachers.
- Coastal Cleanup Day. The new website has decreased the amount of calls and emails we normally get. A lot of people are now familiar with the sites and know where to go. Whole Foods is sponsoring Coyote Point Park in San Mateo and Bedwell Bayfront Park in Menlo Park. This past weekend Millbrae and Pacifica had their cleanup. Shelly

- Ryder said that Millbrae had over 100 people, many from local schools and youth groups. Millbrae continued the theme, "Take it to the Streets" and covered a lot of area. Along with the usual recycling, they also recycled a ½ yard of paper. Total 3 yards of debris. In Pacifica, Elizabeth Claycomb reported that the Pacifica Beach Coalition would be getting the results to Ana Clayton by Thursday. There were 31 cleanup sites in Pacifica with a celebration afterwards. A cleanup is also scheduled this weekend at the Fog Fest booth.
- Regional Ad Campaign. Since May, the BASMAA PIP group met August 25 (did not meet in June or July), and will meet again tomorrow, September 22. Sarah attended the August 25 meeting. Steven Groner & Associates (SG&A) were hired to complete a strategic plan, and have developed successful anti-litter campaigns for the County of Los Angeles. At this meeting Steven and Erica from SG&A lead the group in a brainstorming activity on internal strengths & weaknesses, and external opportunities and threats within the BASMAA PIP group. Also what has worked well in the past and not so well were discussed. A presentation by the City of San Jose was also done on their recently completed Strategic Communications Plan for 2010-2014. A copy of the plan was emailed out and could be used for planning the regional advertising effort. For media relations, six pitches are planned this year on a regional level; the first two may be on "winterizing" before the first rain, and pet waste. It was requested that any press releases should also be emailed out to all the PIP representatives. It was also requested that any advertising campaign that suggests options for additional local efforts come with a guidance template on how to implement.
- Car Wash Business Partnership. Sarah completed 7 Site visits in July to commercial car wash business in the northern part of the County. She researched car washes before the site visit and found 35 businesses listed in San Mateo County; 24 of those were hand wash and the rest were coin-operated DIY. She also researched which businesses offer online discounts currently, and which have a fundraising program. The purpose of the visit was to let the owner and manager know our outreach goals, to see if they would partner with SMCWPPP to be listed on a Car Wash Discount Card, to see if they would display tip cards at their business, and to see if it would be possible to have an outreach event at their business. As a result of these site visits, four businesses agreed to be listed on a discount card: Westlake Touchless in Daly City, Foster City Touchless in Foster City, Tanforan Shell in San Bruno, and South City Car Wash in South San Francisco. Sarah will continue to do more site visits in October November. Discussion regarding media advertising. With \$5,000 in budget, three options were discussed: newspaper, billboards, and outside bus ads. Running bus ads for a month was the most popular among PIP members for the funds available.
- Mercury Recycling Efforts. Mary Bell Austin with the County Universal Waste Program presented on ways that cities and towns can partner with the program to fulfill C.11.a Mercury Collection and Recycling by helping to promote or recruit retail stores that take back fluorescent bulbs and tubes. Contact Mary Bell for more information on partnering possibilities: maustin@co.sanmateo.ca.us

Subcommittee Work That Affects Other Subcommittees: N/A

Next Steps: The Community Action Grant application will be finalized; send comments and edits to Sarah Schrader by September 30. The grant application will be posted online by October 4th and notification postcards will be sent out that same day. Sarah Schrader will send out a press release about the Community Action Grant mid-October. An RFP for new High School outreach presentation will be finalized by mid-October. Sarah Schrader will continue to conduct site visits at car wash businesses and plan for a discount card and bus advertisement's scheduled for spring 2011. Coastal Cleanup Day is this Saturday, Sept 25.

Next Meeting Date: November 9, 2010